

# BIG CAMPAIGN FOR SUMMERIZING

## "Summerize"

NOW WITH  
**Mobiloil**  
and  
**Mobilubricants**  
At the Friendly, Neighborly  
Station  
**CAR WASHING  
EXPERTLY DONE**

**General  
Petroleum  
Station**  
CARSON & EL PRADO  
Across from High School  
PHONE 789  
CLIFF WATSON JOHN SELBY

### WHAT THIS SUMMERIZING REALLY MEANS

What Summerizing means is best explained by the following questions and answers, propounded and answered by local General service station operators, who now offer this service:

"Q.—Why should I have my spark plugs tested and cleaned? A.—To save gasoline and make motor perform better.

"Q.—Why should I have my fan belt checked? A.—To prevent possible overheating and trouble on the road.

"Q.—Why should I have my light bulbs tested? A.—To prevent possible accident or arrest.

"Q.—Why should I have my car lubricated now? A.—Light Winter lubricants do not stand up in Summer weather.

"Q.—Why should I have my transmission and differential drained and refilled? A.—In Summer heavier lubricants are necessary to prevent noise and wear on gears.

"Q.—Why should I have my oil filter checked? A.—Dirty oil means motor wear.

"Q.—What will all this service cost me? A.—Not a cent, except for materials used."



### Go Places This Summer—

in a car that won't let you down . . . in a car that has been properly and expertly lubricated and pronounced fit to hit the highway with maximum safety, economy and dependability.

HAVE IT completely serviced and thoroughly checked for summer by experts—all work guaranteed . . . And don't forget to fill the tank with MOBILGAS before you start!

### CECIL W. SMITH SUPER SERVICE STATION

2172 TORRANCE BLVD. PHONE 722

## SCENIC WONDERS LURE MOTORISTS



- 1 Mount Rainier, one of the many outstanding attractions of Washington.
- 2 New San Francisco Bay Bridge, longest in the world.
- 3 Half Dome and Mirror Lake, among the wonders of Yosemite National Park.
- 4 Unusual glacial formation near the top of Mount Hood, Oregon.
- 5 Throngs enjoying life on a Southern California beach.
- 6 Along the wonderful new coast highway in Southern Oregon.
- 7 Hanging Rock, strange sight viewed from the base of Grand Canyon, Arizona.

### MOTORISTS

The U. S. has 71 percent of the 40 million motor vehicles of the world.

### CHECK YOUR TIRES FOR SAFETY

Important among the service rendered by General Petroleum stations during the Summerizing campaign, or whenever cars are lubricated in these service depots, is the inspection of tires. Good tires have an important bearing on safe, satisfactory driving. It is pointed out.

Seventy-three hundred and sixty of the serious accidents in one recent year—accidents in which persons were either killed or injured—were due to punctures or blowouts. This is revealed by carefully compiled national records.

These records also show that the heaviest percentage of tires responsible for the trouble were in faulty or poor condition. In some states, official inspectors found more than 50 percent of automobile tires were in either poor or only fair condition.

## GREATEST MOTOR ERA IN HISTORY IS PREDICTED FOR 1937

New Cars, New Highways, New Scenic Delights and Better Service Cause Drivers to Travel Farther

Presaging the greatest motor era in all history in Washington, Oregon, California, Arizona and Nevada, automobile clubs and tourist agencies of this nature-favored area are all set to go.

ASTOUNDING is the statistical information compiled to prove that in 1937 there will be more motorists, and these motorists will travel farther than ever. For instance, here's some information reaching Don Dawson, the Southern division general manager of General Petroleum Corporation, who says:

"Approximately \$153,000,000 was spent during the past year in improvement of main highways, county and state roads and city streets in these five states. This gave employment to approximately 25,000 men, at an average of \$3 per day, 5 days a week for 52 weeks.

3 Million in West  
"Sales of new cars have been going up month by month at an increase of better than 30 percent. Replacement tire sales in the West have reached an all-time peak, according to U. S. tire dealers.

"Number of cars registered in Washington, Oregon, California, Arizona and Nevada is now approaching the three million mark. Jammed bumper, they would make a solid line reaching 8,500 miles.

"Sales of gasoline have been increasing constantly with a gain of more than 12 percent in 1936 over 1935; requests to our auto-

mobile clubs from Middle Westerners and Easterners asking for travel information have been shooting skywards, with a gain of more than 30 percent in recent months.

"Traffic summaries taken at state border quarantine stations during 1936 Spring and Summer touring season revealed an increase over the previous year of 49 percent in number of foreign or out of state cars.

"Most startling of all statistics, proving that the people of our own area are traveling more and traveling farther, is found in the state border records of all cars, not counting stages. This traffic increased more than 78 percent last year. We are in a great and growing motoring area. No wonder, when one considers the matchless scenic beauty of the far West and the vast sums spent in highway, motor car, tire, and gasoline and oil improvements, plus better tourist accommodations in our many cities and resorts."



DON DAWSON

### Accidents Due To Car Neglect

Badly worn tires, damaged headlights, actionless brakes, rubberless windshield wipers, missing spark plugs, loose and badly worn parts and other neglected things about cars cause more than 61,000 of the serious automobile accidents in the nation annually. More than 3,100 persons meet death annually in this group of accidents traceable to faulty equipment.

"This is the strongest reason for inauguration of the inspection campaign in stations where General Petroleum products are marketed," says A. L. Knipping, Jr., operations department manager of the company. "This campaign, called Summerizing at this season of the year, provides for careful inspection of everything visible about a car."

For a Pleasant, Carefree Summer Vacation Buy a Forbes "Good Will"

## USED CAR

EARL H. FORBES

1528 CRAVENS Pontiac Dealer TORRANCE

### 10-MINUTE DEMONSTRATION

Proves new

# SKID CONTROL

Never before available IN TIRES

Stop in today for your free safety ride on this sensational De-Skidded tire.

Discover for yourself how Royal Master gives you complete, all-direction skid control, under the worst wet weather driving conditions.

Royal Master brings you an entirely new kind of car control... new safety never before available.

Sit in the driver's seat and make this tire prove these facts. Without obligation we will gladly bring a demonstration car to your door.

With its HUNDREDS OF ADDITIONAL SHARP-EDGED TREAD UNITS, the De-Skidded U. S. Royal Master has introduced a new degree of safe, positive control over all wet weather skidding hazards. The clean-cut edges bite through slippery road film—wipe the water away—eliminate the very cause of skidding by giving every inch of the tread a safe, dry-road contact. Only Royal Master has so many hundreds of gripping edges in both directions... only Royal Master gives complete control from both forward and side skids.

### It's Spring

PUT YOUR CAR IN SHAPE FOR THE

## Call of the Open Road!

In our shop you will find EVERY service, EVERY need to put your car in tip-top running shape for the many vacation miles ahead of you this summer.

**MOTOR REPAIR and TUNE-UP** . . . this guarantees you better gas mileage and dependable operation throughout your trip.

**COMPLETE BATTERY SERVICE** . . . gives you instant starting, and good lights without fear of being stranded.

**TIRES . . . TOWING . . . FENDER AND BODY WORK.**

Drive in today! Let us put your car in shape for the summer.

**Official Brake and Headlight Testing Depot**

Official Caregiver for the Auto Club of Southern California

See Our Splendid Display of New **OLDSMOBILES**

## Mullin's Service

1133 Border Phone 320-J

### Ed Thompson HAS WHAT IT TAKES

To Put Your Car In Tip-Top Shape FOR SUMMER

## MOBILIL and MOBILUBRICANTS

Drive in to our new, modern Mobilubricating Department shown above and have your car Summerized. Work done by experts and fully guaranteed.

**DON'T FORGET** . . . We are well equipped to do all kinds of Auto Body Repair. Newest, most efficient tools used by skilled workmen.

**HAVE YOUR CAR REPAIRED . . . EASY PAYMENTS ON OUR BUDGET PLAN.**

## ED THOMPSON

1600 CABRILLO Chevrolet Sales, Service

"The Man Who Treats You Right" TORRANCE

LET US SHOW YOU *The new*

# U.S. ROYAL Master

WITH CENTIPEDE GRIP

FOR SALE BY MANY GENERAL PETROLEUM STATIONS AND LEADING DEALERS

United States Rubber Company

U. S. TIRE DEALERS MUTUAL CORPORATION 5725 Telegraph Road, Los Angeles, Calif.